

# SIERRA MADRE NEWS

PUBLISHED WEEKLY

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## ANNUAL SCHOOL ELECTION FRIDAY, APRIL 6; BILL TO REFORM ELECTIONS PASSES

School elections being held on the first Friday in April of each year, this year's election will fall on Friday, April 6. J. H. Wright is the trustee whose term expires. A successor will be chosen for three years. Trustees Felgate and Pierce hold over this year.

### Reform Bill Passes

Senator Johnson's bill for the reform of school elections has passed both houses of the legislature. It was amended somewhat in the house, which will make it necessary to repass the senate, which will undoubtedly be done.

Under this bill the school trustees and county superintendent are charged jointly with the duty of providing uniformly printed ballots. It is provided that the ballots must bear the names of all candidates who file or have filed with the clerk a written statement that they are candidates for the office of

trustee at least five days prior to the election.

Voters will indicate their choice by stamping or writing a cross in the square following the name of the preferred candidate, or by writing in the name if not printed therein.

### Secrecy Provided

Secrecy of the ballot must be provided for with booths or private rooms in districts where two or more teachers are employed. Electioneering within 100 feet of the polls is prohibited.

Whether the bill goes into effect before the date of this year's election or not, there is a strong sentiment in Sierra Madre that its provisions ought in the main to be carried out by the trustees. Conditions have been little short of scandalous and the report of the introduction of the Johnson bill was the signal for much favorable comment from local voters who foresaw relief from old conditions.

### WEATHER MAP NOW RECEIVED DAILY

Weather Bureau Bulletin Posted  
In Post Office Lobby  
In Afternoon

Were you taken by surprise when it rained last week? You need not have been surprised if you had watched the storm coming down the coast as shown by the daily weather map posted in the post office lobby.

At the request of Postmaster Morgridge, the Los Angeles branch of the government weather bureau is now sending these weather maps for the benefit of the public. The map usually arrives in the 3 o'clock mail and is posted soon after.

Conditions of temperature, barometer and rainfall all over the United States are shown. While it is not possible to forecast accurately at all times, as shown by the fact that the government prophecies do not always come true, daily observation of these maps gives one a pretty definite idea of what to expect.

### AUTO WRECKED

#### AT OPEN CROSSING

Another auto was wrecked at the Santa Anita Avenue crossing of the Pacific Electric, north of Lamanda Park, last Sunday afternoon. The driver, Louis Penwarden, sixty years old, was fatally injured and his wife was seriously injured. The auto was struck by a northbound Sierra Madre car. Mr. Penwarden recovered consciousness for a short time and said he had looked both to right and left before trying to cross the track, but it is supposed he became confused when he found the car was closer than he had calculated. The accident is the third of serious nature to take place at that crossing.

### BRANCH INSECTARY FOR THE SOUTH

After investigating locations and conditions, Horticultural Commissioner Hecke has decided to locate a branch insectary at Alhambra. This decision followed a personal visit by Mr. Hecke and Harry S. Smith, Supt. of the State Insectary.

Direct charge of the new plant will be assumed by E. J. Branningan. He will probably move his family to Alhambra and begin his work early in March. Supt. Smith will devote three

### RED CROSS REPORTS RECORD ATTENDANCE

Much is Accomplished As a  
Result of the Renewed  
Activity

One of the largest, if not the largest meetings of the local chapter of the Red Cross was held last Tuesday afternoon at the chapter rooms on Baldwin Avenue. A most gratifying result of that meeting was in the manner the whole assemblage entered in the spirit of working up the large amount of material recently bought, into all kinds of necessary articles needed by the Red Cross. The tea room was well patronized and netted quite a neat sum of money.

The necessary books and charts for the First Aid Class recently organized are expected at an early date. As soon as these arrive the members of the class will be notified of the first meeting which it is to be hoped may be early next week.

The chapter rooms have been embellished with a lot of shelves placed there through the generosity of Mr. E. J. Webster and are greatly appreciated by the members. A few chairs would be acceptable from those who can spare them.

To further aid the chapter in its work, a request is made to the whole community for the donation of worn out sheets, muslins, linens, etc. This will give the public an opportunity to help the Red Cross work whether they are members or not.

Mrs. Fredrick Eaton has joined the Red Cross chapter during the past week, making the total of members, 188.

It is hoped that the local membership could be largely increased from now on. A movement is on foot to get 50,000 members in the State of California.

### MERCHANTS' ASSOCIATION

Monday evening the 19th, is the date for the next meeting of the Sierra Madre Merchants' Association to be held at A. N. Adams' office. "Slow Accounts" is one of the subjects to be discussed. This should interest all members and a full attendance is expected.

Months to work in the southern field, and every effort will be made to extend the benefits of the branch as rapidly as possible.

## How Much to Spend Telling Store News

There is no question of greater interest to merchants than that of determining the amount to be provided and spent on the store's advertising says the Hemet News. There is no question on which they are more anxious to secure light.

Fundamentally, the question comes down to the problem of getting to the people the news of a store. In another way every newspaper is confronted with the same question: How much may be spent in securing the news of the day for its readers?

The newspaper finds in necessary to spend as much as is required to meet obligations it has assumed to its readers. It must secure and print the news, even though at times, this may be a matter of a very great expense. Yet, if it fails to measure up to its obligations to its readers, that course of false economy would prove more expensive still.

The merchant of today is confronted with the necessity of keeping the people fully informed about his store. He is conducting a service-institution, whose value to the community depends in part upon the close touch it keeps with the people. His store is a center of news. What he accomplished, in the way of securing desirable commodities for his customers, at right prices; every stroke of enterprise on his part, whose result is to benefit his patrons, must be told, as news, to his store's customers and friends.

He must get his news to them promptly; just as promptly and just as interestingly as the newspaper gets the news of the world to those same people. They require the news in the daily routine of their lives. It is important to them. It often means saving for them, opportunities for timely purchases.

It has been brought out clearly that a group of great stores in half a dozen different cities average, for their advertising appropriations, nearly five per cent of their gross receipts. Some run beyond six per cent. Others as little as three per cent.

The figures are not conclusive, although they are enlightening. The fact remains that the mission of the store advertising is to get store news to the people—to get it to them through the channels which carry to them the news of the world. These channels of news are the newspapers. Other forms of so-called advertising are not channels of news, therefore represent diverted effort and diverted resources for the merchant. They represent waste.

If, to publish your store news, costs five per cent of your gross turnover, reflect how much more it would cost you not to advertise fully and informingly.

### GOOD LIGHTING HAS SALES VALUE

Demonstration of What a Well  
Lighted Window  
Means

The Southern California Edison Company's Sales Builder contains an article about better lighting and its sales value. Here is an interesting extract:

"The sales value of good illumination was recently illustrated by a lamp salesman in the south. He spent sometime trying to persuade the proprietor of a dimly lighted shop on a side street that the increased illumination, which he recommended, would have sufficient sales value to justify replacing the old carbon lamps then in use. His arguments failed to convince, but he finally secured permission to try a little experiment. In one window he placed a Mazda C lamp in a suitable reflector leaving the bare carbon lamp in the other window as he found it. In the brightly lighted window he put a case of eggs, with a sign reading 'Fresh Eggs 50c a dozen.' In the dimly lighted window he placed another case of the same eggs, with a sign reading 'Fresh Eggs, 45c a dozen.' Then he stood in the background and watched the shoppers stop before the brightly lighted window, go in and purchase the higher priced eggs until the case was sold out. There were no sale made from the other case that evening.

"We will not attempt to justify the business ethics involved in the demonstration just cited. Nor do we mean to imply that better illumination should be paid for by boosting prices. This article is an effort to show the sales value of good illumination. As a matter of fact, suffi-

### CONCERTO FURNISHES PROGRAM NOVELTY

Attractive Offerings of the Los  
Angeles Symphony this  
Week

The ninth pair of symphony concerts by the Los Angeles Symphony Orchestra, next Friday and Saturday, at Trinity Auditorium, will present a program that is composed of some of the most popular works in the symphonic repertoire with an added novelty in shape of a viola concerto.

The program will open with Debussy's famous sketch, "The Afternoon of a Faun," and will close with Tchaikovsky's wonderfully strong overture having the laconic title, "1812," which is a musical epitome of the reception given Napoleon's army as it advanced into Russia. It is particularly appropriate to the present European conditions.

The symphony is the "Pathétique" of the same composer. This work is one of the most popular on the symphonic list because of its weird and melancholy beauty, followed as it was by the death of the composer, which was so sudden that it was suspected that he killed himself.

The concerto for viola, to be played by Rudolph Kopp, is a rare work, as there is very little written for that instrument. It was written for Mr. Kopp by Albert J. Adams, and on this occasion will be given its first performance. This adds another novelty to the already creditable list offered by Mr. Tandler this season.

Efficient and efficient lighting of store windows is not nearly as expensive as poor and inefficient light."

### CLERK NOMINATIONS DUE NEXT WEEK

Grand Rush to File Petitions  
May Be Staged At  
Any Time

All is in readiness for the grand rush of candidates for the office of city clerk, to be filled at the special city election Tuesday, April 10. Greer Caskey, city clerk pro tem, will be in the city hall on Monday from 1 to 5 p.m., for the purpose of receiving nominating petitions. By Tuesday the lineup will be complete and the campaign will then be merrily on. Some of those mentioned as possible candidates early in the season have apparently lost interest in the contest. But it promises to be a merry little campaign after all.

### TREAT RED SPIDER EARLY IN SEASON

County Expert Advises Citrus  
Growers Not To Delay  
Attack on Pest

(Some observations from the County Horticultural Commissioner's office, by B. R. Jone, Deputy.)

The Horticultural Commissioner's office would like to call the attention of all citrus growers to the advantage of early treatment of the red spider. We are all prone to wait until we see injury from these and other pests before we begin treatment, with the result that many eggs have been deposited which our treatment does not destroy, and which, hatching later, supply a new crop of pests to continue damaging work.

This pest has become so prevalent that it is always safe to give treatment when a few show themselves. As soon as the spiders can be found treatment should be given even though there are but a few of them, for each of these will produce many more and prevention is always better than cure.

As to methods, the liquid lime-sulphur spray is still in the lead, though several preparations of soluble or suspended sulphur have been put upon the market in an effort to displace the lime-sulphur and bring profits to the manufacturers. They are no better and many times are less effective and more expensive.

For hot weather treatment in the summer, very finely powdered sulphur is quite effective, but though cheaper, it is always open to the objection of affecting the eyes of men and animals at work in the orchard, and if a spell of cold weather should follow the application, results from it will be very slow.

The lime-sulphur should be used at a strength of 2½ to 3 per cent for about a 30 degree Beaume product whether "home made" or the commercial kind. It can be made for about one-half what the commercial product costs, but the making requires the construction of some apparatus and where only a few trees to be sprayed, the commercial spray will probably give the best satisfaction. The formula is:

Unslacked lime ..... 50 lbs.  
Flowers of sulphur ..... 110 lbs.  
Water to make ..... 50 gals.  
Into 1-3 of the water (hot) put the lime and at once put in the sulphur previously made into a thick paste with water. When the lime is slacked, add as much more hot water and cook for an hour, then add the balance of the water. Frequent stirring is necessary while the cooking is going on. Strain before using to

## CLUB PARTY CELEBRATES TENTH YEAR

The Tenth Anniversary of the Woman's Club on Monday last was a most enjoyable occasion. Over fifty members were present among them sixteen of the charter members of the club. The club rooms were beautifully decorated with peach blossoms and sweet peas.

After a short business meeting a very entertaining program arranged by Mrs. T. H. Flather was enjoyed. "The Shamrock Trio." Mrs. L. LeVeaux, Mrs. H. I. Hawxhurst and Mrs. J. N. Hawks, with Mrs. Flather at the piano, gave several pleasing selections, one of which was a song written for the occasion by Mrs. Flather. Miss Elsa Krafft rendered two songs to the great satisfaction of the audience.

The speaker for the afternoon, Miss Florence E. Schindler, President of the L. A. Ladies' Ad. Club, gave a most instructive talk on advertising. She called attention to the fact that advertisements are becoming more reliable and said she thought the improvement along artistic lines was largely due to the feminine influence.

### Birthday Cake

After the program refreshments were served by the courtesy committee, the principal feature being the delicious birthday cake made by Mrs. W. S. Andrews. A portion of the cake which remained was auctioned to add to the sum donated by the members. The total of gifts and auction amounted to \$66.50., to be applied to the mortgage.

The next meeting of the Woman's Club will be held on Monday evening, March 26th, at 8 P. M. instead of the usual hour.

The reason for having it an evening affair is to enable the public to take advantage of the opportunity of hearing a musical program of unusual talent, which has been arranged by Mrs. W. E. Farman. Among the musicians to appear are: Miss Margaret McKee, "Queen of Whistlers," Miss Katherine Lennox as accompanist, Miss Azelia Stein, vocalist, who has just returned from a concert tour with Ellen Beach Yaw, and Miss Theode Bowler, pianist. Club members will be admitted free of charge, and outsiders will be charged a small sum.

### CITRUS EXPERT AT MONROVIA

Will Speak to Growers at  
High School Auditorium  
Monday Evening

Dr. H. J. Weber, head of the State Citrus Experimental Station at Riverside and one of the deans of the University of California, will speak at Monrovia High School auditorium next Monday evening at 7:30 on "Important Facts and Discoveries in the Citrus Industry of California."

Dr. Weber is one of the foremost authorities on orange and lemon culture and is said to be a speaker of unusual orilliance. Invitations are extended to all citrus growers of this vicinity to attend the meeting which will undoubtedly afford much information of value.

insure free passage through the nozzle.

If the resulting product does not test 30 degrees by the hydrometer, use less water until this strength is obtained, as it is the basis on which dilutions are reckoned.



## PROFESSIONAL CARDS

**R. H. Mackerras, M. D.**  
Office 138 W. Central Ave.  
Phone Main 53  
Hours: Monday to Friday 1-3 p. m.  
Saturday, 10-11 a. m.

**LLOYD L. KREBS, M. D.**  
Residence—72 W. Alegria  
Phone Main 111  
Hours—11-12:30  
Office, 4 N. Baldwin Main 60

**GEORGE W. GROTH**  
Physician and Surgeon  
Osteopath  
Blue 144 N. Baldwin

**ELLA SHEPARD BUSH**  
PORTRAIT PAINTER  
223 West Laurel Avenue  
Phone Green 41

**MISS VERENA YULE**  
TEACHER OF PIANO  
Pupil of Thilo Becker  
Red 73 68 E. Mira Monte

**MABEL LEWIS CASE**  
Teacher of Piano  
Musical education received in  
Germany and other European  
Countries.  
Corner of Auburn and Carter.  
Phone: Red 28

## Transfer and Express

**J. C. WHYTE**  
—Phones—

Blue 55, Green 85  
Kersting Court

## Sierra Madre Feed & Fuel Co.

**ANDREW OLSEN, Prop.**

All kinds of stock and poultry  
feed. Best grades of fuel  
TRANSFER

Main 50 Res. Black 24

## ALLEN T. GAY

Undertaker and  
Funeral Director

Lady Assistant

AUTO AMBULANCE

Main 93 Central & Baldwin

## GOOD

REAL ESTATE BARGAINS  
FIRE INSURANCE  
AUTO SERVICE

Notary Work at your home or  
my office, Baldwin and Central  
S. R. G. TWY-CROSS

Green 2—Black 11

JITNEY SERVICE  
To all parts of the city—15cents  
Call Green 85

IN THE SUPERIOR COURT OF  
THE STATE OF CALIFORNIA IN  
AND FOR THE COUNTY OF LOS  
ANGELES.

In the Matter of the Estate of  
John A. Thompson, Deceased.  
Notice of Hearing of Petition for the  
Appointment of Trustee.

Notice is hereby given that the  
petition of S. R. G. Twycross, for the  
appointment of a trustee under the  
will of John A. Thompson, deceased,  
to fill a vacancy created by the res-  
ignation of S. R. G. Twycross as trustee  
will be heard at 10 o'clock A. M. on  
the 21 day of March, 1917, at the  
court room of Department Two of the  
Superior Court of the State of Cali-  
fornia, in and for the County of Los  
Angeles.

Dated February 23, 1917.  
H. J. LELANDE, Clerk.  
By C. B. GLASE, Deputy.  
22-24

Don't Beat your rugs to pieces,  
the Eureka Vacuum Cleaner does  
the work and saves your carpet.  
Call Harry Marsh, Black 8.

## PERSONAL MENTION

Miss Rena Hathorn of Compton spent Sunday with friends in Sierra Madre.

Miss Avis Preston spent the week end in Highland Park as the guest of Miss Sylvia Poole.

Mrs. J. LeGuin of Alhambra entertained the Eleven and One Club very delightfully on Tuesday at the home of her mother, Mrs. J. C. Dickson.

Mr. C. W. Foreman who has been visiting friends at Palm Springs returned home on Monday.

Mr. and Mrs. Berry McKelvey were luncheon guests of Miss Ala Ballou of Ontario on Monday.

Mrs. Ernest Yerxa entertained the Modren Priscillas very delightfully at her home Thursday afternoon.

Mrs. S. B. Seed and daughter, Mrs. Litherland of St. Francisville, Ill., who are spending the winter in Los Angeles were guests of Mr. and Mrs. I. N. Tribble on Sunday.

Mrs. Leslie Knight was the luncheon guest of the Misses Preston on Thursday. Mr. and Mrs. Knight who have spent the past month in Los Angeles and vicinity leave Saturday for their home in Seattle, Washington.

Every year about this time in March the great Wisteria vine at the home of Mr. H. T. Fennel starts to blossom forth in all its betutymfwp gma delatediNw beauty. This year is no exception as Mr. Fennel states that blooms are now appearing, but just at the present time it is uncertain when it will reach its greatest beauty. Next week Mr. Fennel will have an announcement concerning the annual Wisteria Tea which is held at Scenic point.

### P. T. A. MEETING

There will be a meeting of the Parent-Teachers Association on next Wednesday, March 21, at 3:00 p. m. in the Kindergarten Building. There will be a speaker from Los Angeles. Should the school still be closed on account of the measles epidemic the meeting will be postponed.

Best of Lemn trees 25c. Some Englehardt buds. Ray Taylor, Glendora, Calif. 23-26\*

### MODERN DENTISTRY AT MODERATE PRICES

Choose a Dentist who insists upon himself being satisfied with his work.

### DOCTOR HAWKINS

Ten Years in Practice

Opposite Chamber of Commerce Building

130 E. Colorado St Pasadena Phone Fair Oaks 115

## NURSERY TREES!

FEBRUARY AND MARCH BEST  
MONTHS TO PLANT

### Avocadoes---Best Varieties

Fine Washington Navel, Valencia and Tangerine Orange trees, Eureka Lemons and Pomeles. All grown in Sierra Madre. Also a fine line of Apple, Peach, Pear, Plum, Apricot, Fig, Nectarine, etc., for sale.

Call at 223 San Gabriel Court, or Phone Black 49. C. B. Reas.

## BABY CHICKS BARRED ROCKS

No Deliveries

Ready March 22nd

W. A. EVANS

Green 16

### FLOWERS ASSERTS HIS INDEPENDENCE

Writing from Washington, D. C., Montville Flowers seeks to correct an impression given in a preliminary announcement of his address before the Associated Chambers of Commerce at their Sierra Madre meeting. In his propaganda through magazines, lectures, pamphlets and books, pointing out the Japanese peril as he sees it, he says he has never been paid by any organization. His work, he says, has been entirely voluntary and on his own initiative. He wishes to be set right in the matter for fear any statement to the contrary would be used by those interests whose work he is opposing to disparage the sincerity of his work which he carries on as a patriotic duty.

### CHRISTIAN ENDEAVOR MAKE PLANS

The Christian Endeavor Society of the Congregational Church held a business meeting and social at the home of Miss Verna Tribble Monday evening. Plans were made for the Convention at Glendale, Friday, Saturday and Sunday of this week. Miss Portia Ulrich and Miss Ruth Cornuelle will represent the society as delegates and on Sunday a big truck load of Seniors, Intermediates and Juniors will go over and attend the afternoon meetings. Mrs. C. B. Reas will act as chaperone and all young people that are interested are invited to join the crowd. The truck will leave the church immediately after Sunday School, stop at Eagle Rock for a picnic lunch and arrive at Glendale for the meeting at 2:30. Everyone is asked to bring a lunch.

### W. C. T. U. MEETING

The Woman's Christian Temperance Union will meet Friday at 2:30 p. m., March 23rd, with Mrs. Lewis near the entrance to Sierra Madre Canyon Park. The banner carried in the parade in Los Angeles for California Dry will be placed as a guide to the house. An interesting program is being arranged by the president, Mrs. Conklin.

There will be a dance and big feed at the Woman's Club on the 29th of March. This dance and supper is to be given by the band and for the band. Remember the date and keep it open. Further announcements will be made in next week's News.

### FREE GARDEN SEEDS RECEIVED

Garden seeds for spring planting have just been received at the post office from the department of agriculture through the good services of Congressman Charles H. Randall.

These seeds will be given out to anyone applying, except children, as long as they last. The consignment is not large, on account of so many individual requests having been supplied directly by mail, also a large shipment to the public school. So those wishing a package of seeds should apply promptly. Each package contains five varieties.

### THE EPISCOPAL CHURCH

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, Rector. Choir. Fourth Sunday in Lent. Holy Communion, 7:30 a. m. Morning prayer and sermon, 11 a. m. Subject of sermon, "Christ or Caesar." All are cordially invited.

Let me save you the annoyance and worry of housecleaning time. The Eureka vacuum cleaner will clean all your house furnishings, carpets, rugs, mattresses thoroughly, removing dust and dirt without stirring the dust into the air. Call 52 Victoria Lane, or phone Black 8. Harry Marsh. 24

### News Liners

FOR RENT—3 room furnished plastered house. Sleeping porch. Corner of Mt. Trail and San Gabriel Court. Apply C. B. Reas. Black 49. 21tf

WATCH AND JEWELRY REPAIRING of all kinds neatly done. Music boxes and phonographs repaired. All work guaranteed. E. V. Wilson, Old gold and silver bought. Best prices paid. 21tf

FOR SALE OR RENT—Well furnished 8 room house at 57 W. Mira Monte. Also 5 room cottage nicely furnished, same address. 23tf.

FOR SALE—Wagner folding baby carriage. Phone Blue 36 or call 191 W. Central. 23-24\*

FOR RENT—Vacuum cleaner 25c per hour. Call Black 8. Harry Marsh. 24

WANTED—Young woman for general housework who understands cooking. 2 in family. 70 W. Highland. 24

FOR SALE—Black minorca eggs. 50c a setting of fifteen. Phone Black 59.

FOUND—Near Woman's Club house, gold pin. Apply at News Office. 24-25

FOR SALE—Mahogany Cecelian Player Piano and cabinet with 75 rolls music; also combination pool and library table, three-quarter size. 470 W. Highland Ave. Phone Red 138.

WANTED: Newspapers. Will pay 70c per 100lb, bundled flat. I. B. Goldberg, Black. 142. 9tf

### FOR FIRST CLASS Plumbing, Tinning and Repairing

of all kinds call or phone  
M. A. DE TEMPLE  
THE SIERRA MADRE  
PLUMMER

Years of local experience at the trade, giving absolute satisfaction. Terms very reasonable. Phone Red 21. 265 Mariposa Ave. 23

### EUREKA ELECTRIC VACUUM CLEANER

The Cleaner that took the Grand Prize at the P. P. I. E. in San Francisco in Competition with 18 other different makes. Demonstration and free trial in your home. Sold on easy terms. Cleaners for rent, delivered and called for. GEORGE E. SHAY 25 W. Grand View Phone Red 30

## PAY CASH and SAVE MONEY

EVERY DAY CUT PRICES  
NORRIS' CASH STORE

### SEED PLANTING TIME—

Make your garden now and reduce the high cost of living—  
We have just received a fresh lot of Vegetable and and Flower Seeds, the pkg. .05

### SPECIALS FOR SATURDAY ONLY

1 lb. Best Creamery Butter.....	.39
Table Apricots, the can.....	.13
1 lb. Uncolored Japan Tea, 75c value.....	.55
Old Dutch Cleanser, the can.....	.09
Krinkle Corn Flakes, the pkg.....	.07
Nice Rolled Beef Roast, the lb.....	.19
Lean Beef Pot Roast, the lb.....	.18
Rib Boiling Beef, the lb.....	.12½
Fresh Hamberger Steak, the lb.....	.18
Pure Pork Sausage, our own make, the lb.....	.20

Buy Oleomargarine and save a third on your Butter Bill, the lb. .28

### CASH BEATS CREDIT

PHONE BLACK 12

S. R. NORRIS, Proprietor of the

**Sierra Madre Dept. Store**

## Safety - Saving - Service

New York Life Insurance Co.

Lets Get Down  
to Business—

I am coming to see you and explain our Endowment—Limited Payment Life—and Life Income Policies—

E. F. PELLETIER  
Special Agent

87 West Central Ave.

Phone Main 136

**Success**

### THE BEAUTY ROOM

That's the proper name for the bathroom, for there is where beauty is aided and acquired.

Beauty is largely an indication of good health and without health, no beauty.

The soothing cleansing warm bath and beauty-sleep producing hot bath are nature's aids to health and beauty.

The bathroom besides aiding beauty is a thing of beauty itself when a "Standard" bath, lavatory, closet and shower are installed along the lines demanded by modern ideas—regard for health, convenience, appearance.

We can give you just that kind of a bathroom. Confirm our statement by calling on us.



"Standard" "Majestic" Bath

### PEOPLES' HARDWARE STORE

Phone Green 75

## Keep Down the High Cost of Living

by preserving eggs for your summer use while the price is low. A 25c bottle of EGG-KEEP is sufficient to preserve TEN DOZEN

### CHRISTOPHER'S ICE CREAM

### SIERRA MADRE PHARMACY

F. H. HARTMAN, Prop.  
Phone Black 25. Prompt Delivery Service

PHONE BLACK 8 22 NORTH BALDWIN

## A. N. ADAMS

REAL ESTATE, LOANS AND INSURANCE

Four Close in Lots, 50x150 with curbs and side walk. Best buy in town.

A Bargain—5 room modern house, well furnished; 9 orange trees, shrubbery and flowers, improved street—Terms. \$1800.

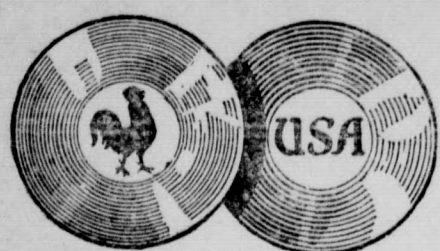
## ANDREWS & HAWKS

Real Estate, Loans and Insurance

Exchange 2

27 North Baldwin Avenue





## SANDER DRUG STORE

We have the agency for the Brunswick Phonograph—  
The Superior Phonograph. Come in and let us demonstrate  
it to you.

Phone Black 100.

14 N. Baldwin (East Side)

### POST OFFICE POINTERS—

It is the rule of the Sierra Madre Post Office  
to afford service just as courteous and efficient  
as if under the spur of business competition.

George B. Morgridge, Postmaster

### NOTICE OF ELECTION

Pursuant to Ordinance No. 221 of the  
City of Sierra Madre, passed March  
8th, 1917, notice is hereby given that  
a general municipal election will be  
held in the City of Sierra Madre,  
California, on Tuesday, the 10th day  
of April, 1917, for the following  
purposes to-wit:

To elect a City Clerk to fill the un-  
expired term of C. H. Perry, deceased,  
said unexpired term of said C. H. Perry  
having been for a period of two  
years from and after the Monday next  
succeeding the day of his election  
April 10th, 1916.

For the purpose of holding said election  
the whole of said City of Sierra  
Madre consisting of not more than  
three precincts is hereby consolidated  
into one election precinct to be known  
as Sierra Madre Precinct, the bound-  
aries of which precinct are coextensive  
with the corporate limits of the city  
of Sierra Madre.

The City Hall of the said City of  
Sierra Madre is hereby fixed as the  
polling place for such election.

The following qualified electors of  
the City of Sierra Madre are ap-  
pointed election officers for said elec-  
tion, to-wit:

Two Inspectors: Arthur Johnson,  
Jr., Mrs. Sylvia C. Merrill.

Two Judges: W. A. Coffin, John  
C. Dickson.

Two Clerks: Mrs. Minnie Kimball,  
Mrs. L. N. Legendre.

That the polls for said election will  
be open at six o'clock in the morning  
on April 10th, 1917, and will remain  
open until seven o'clock in the after-  
noon of the same day, when the polls  
will be closed.

GREER CASKEY,  
City Clerk, Pro tem.  
Sierra Madre, California, March 9th,  
1917.

### PASSING OF

#### PAUL WILLIAMS

Paul Williams, Jr., son of Mr.  
and Mrs. Paul Williams, passed  
away on Wednesday after a  
long illness. Funeral services  
were held this afternoon at the  
A. T. Gay chapel, Rev. Dr. Corn-  
nell officiating. Mrs. Hawks  
sang a solo in impressive man-  
ner. Although he was confined to  
his home during most of his  
residence in Sierra Madre he had  
many friends who feel keenly  
the ending of a promising life in  
young manhood.

### Fine Job Work at the News

#### Sierra Madre Hand Laundry

NO TWO WASHINGS  
DONE  
IN SAME WATER

First Class Work  
Guaranteed

ED WHEELER, Prop.

39 E. Montecito Tele. Red 62

### NOTICE OF STREET WORK

Notice is hereby given that on  
the twenty-sixth day of Febru-  
ary, A. D. 1917, the Board of  
Trustees of the City of Sierra  
Madre passed a Resolution of In-  
tention as to Alegria Avenue  
from Sierra Madre Avenue to  
Sunnyside Avenue to order the  
following street work to be done,  
to-wit:

SECTION 1. That Alegria Avenue  
from the easterly line of Sierra Madre  
Avenue to the westerly line of Sun-  
nyside Avenue in the City of Sierra  
Madre be graded to the official grade and  
the roadway thereof oiled according  
to specifications No. 21, specifications  
for grading and oiling streets in the  
City of Sierra Madre, and on file with  
the City Clerk of said City.

SECTION 2. That cement curbs be  
constructed along the northerly and  
southerly curb lines of said Alegria  
Avenue from the easterly line of Sierra  
Madre Avenue a distance of five hun-  
dred and ninety feet more or less east-  
erly of said easterly line of Sierra Ma-  
dre Avenue, curving around the north-  
east corner and the southeast corner  
of the intersection of Alegria Avenue  
and Sierra Madre Avenue to the  
north and south property lines pro-  
duced respectively on Alegria Ave-  
nue, said curbs to be constructed ac-  
cording to specifications No. 2 for ce-  
ment curbs and on file in the office of  
the City Clerk of the City of Sierra  
Madre.

SECTION 3. That a cement gutter  
30 inches wide be constructed along  
the northerly curb line of said Alegria  
Avenue from the east line of Sierra  
Madre Avenue to a point 590 feet  
more or less easterly of the east line  
of said Sierra Madre Avenue, and that  
a cement gutter 18 inches wide be  
constructed along the southerly curb  
line of Alegria Avenue from the east  
line of Sierra Madre Avenue to a  
point 590 feet more or less easterly of  
the east line of said Sierra Madre  
Avenue, said gutters to be installed  
in accordance with specifications No.  
8 for the construction of cement gut-  
ters and on file in the office of the  
City Clerk of said City.

SECTION 4. That a re-inforced  
concrete Culvert No. 35 be constructed  
across the termination of Alegria  
Avenue in Sierra Madre Avenue from  
the north curb return to the south  
curb return thereof.

That a re-inforced concrete Culvert  
No. 36 with end walls and inlets be  
constructed across Alegria Avenue at  
a distance 580 feet more or less east of  
of the east line of Sierra Madre Ave-  
nue, said concrete culverts to be in-  
stalled in accordance with specifica-  
tions No. 12 for the construction of  
concrete cross-boxes on file with the  
City Clerk of said City.

SECTION 5. All of the herein  
proposed work shall be done in pursu-  
ance of an act of the legislature of the  
state of California, entitled "An act  
to provide for work upon streets,  
lanes, alleys, courts, places and side-  
walks, and for the construction of  
sewers within municipalities," ap-  
proved March 18, 1885, and the several  
acts amendatory thereof or supplemen-  
tary thereto; also in accordance with the  
profiles, plans and cross-sections of  
Alegria Avenue from Sierra Madre  
Avenue to Sunnyside Avenue adopted  
by the Board of Trustees of the City  
of Sierra Madre the 26th day of Feb-  
ruary, 1917.

SECTION 6. It is hereby deter-  
mined, in pursuance of an act of the  
legislature of the state of California  
entitled, "An act to provide a system  
of street improvement bonds to rep-  
resent certain assessments for the cost  
of street work and improvement with-  
in municipalities, and also for the  
payment of such bonds," approved  
February 27, 1893, as thereafter  
amended, that bonds shall be issued  
to represent the cost of said improve-  
ment. Said bonds shall be serial, ex-  
tending over a period of ten years, an

even proportion of the principal sum  
of which shall be payable annually,  
on the second day of January of each  
year, until the whole are paid, and to bear in-  
terest at the rate of six per cent per  
annum, payable semi-annually, by  
coupon, on the second day of January  
and July respectively, of each and  
every year.

For further particulars refer-  
ence is hereby made to said Res-  
olution of Intention as to Alegria  
Avenue from Sierra Madre Ave-  
nue to Sunnyside Avenue on file  
in the office of the city clerk of  
the city of Sierra Madre.

This notice shall be published  
once in the Sierra Madre News,  
being the newspaper designated  
by the Board of Trustees for  
such publication.

H. H. STEINBERGER,  
Superintendent of Streets of the  
City of Sierra Madre.

Sierra Madre, California, March  
9, 1917.

### RAINFALL TOTAL CLIMBS UPWARD

Sierra Madre rainfall as recorded  
by J. G. Blumer:

October	4.16
November	.18
December	7.17
January	3.55
February	5.15
March 9	0.35
14	0.08 0.43

Total to date 20.64  
Rainfall for corresponding per-  
iod in 1916, 28.84 inches.

Average rainfall for month of  
March over 28 years, 5.59 inches.

Average over 28 years for the  
first 5 1/2 months of season, 20.74  
inches.

### NEWS

#### —LINERS

#### WILL

#### BRING

#### YOU

#### QUICK

#### RETURNS

### THE SIERRA MADRE SHOE HOSPITAL

Why not take your Sick Shoes to  
the Hospital where you get good  
honest work. The prices are as  
cheap as the High Cost of Mater-  
ials will permit.

All Work Guaranteed.  
31 E. Montecito

### Sierra Madre Directory

#### CITY OFFICIALS

BOARD OF TRUSTEES—L. Dietz,  
Chairman; Clinton Nourse, J. N.  
Hawks, F. P. Sperry, Greer Caskey.  
Regular meetings in City Hall, second  
and fourth Thursday evenings of  
each month. City Clerk, C. H. Perry;  
Attorney, C. C. Montgomery; Treas-  
urer, Carlton J. Pegler; Marshal  
and Street Superintendent, H. H.  
Steinberger; Engineer, Wm. F. Bixby;  
Superintendent Water Department,  
Franklin Biederman.

BOARD OF HEALTH—Dr. R. H.  
Mackerras, Chairman; Franklin Bied-  
erman, Secretary; J. A. Osgood, A. N.  
Adams.

BOARD OF TRADE—Meets first  
Monday at 8 p. m. in City Hall. Presi-  
dent, K. M. Ham, Jr.; F. J. Sadler,  
Vice President; Carlton J. Pegler,  
Earl Dennis Topping, Capt. J. A. Os-  
good, W. W. Felgate, G. L. Kelly,  
J. N. Hawks, Secretary and F. W.  
Nuetzel, Treasurer.

#### PUBLIC LIBRARY

SIERRA MADRE FREE PUBLIC LI-  
BRARY—Central Ave., between Lima  
and Park. Open each weekday from  
1:30 to 5:30 and from 7 to 9 p. m.  
Mrs. F. B. Wheatly, Librarian. Muni-  
cipal Library Board—George B. Mor-  
gridge, Mrs. E. T. Potter, Mrs. L. E.  
Steinberger, H. J. Potter, J. A. Os-  
good.

#### FRATERNAL

SIERRA MADRE LODGE NO. 408,  
F. & A. M.—Stated meetings first  
Tuesday in each month. All visiting  
Masons welcome. Masonic Hall, Club  
House West Central. J. D. Mack-  
erras, W. M., W. S. Hull, secretary.  
SIERRA MADRE CHAPTER O. E. S.  
NO. 299.—Meets first Monday of each  
month in Masonic Hall, West Central  
Ave., at 8 p. m. Visiting members  
welcome. Mrs. Hortense Hill, W. M.,  
Mrs. Edna Bassett, Secretary.

#### SIERRA MADRE POSTOFFICE

Mail Arrives  
From West—7:45 a. m.; 3:30 p. m.  
From East—8:10 a. m.; 5:15 p. m.  
Mail Departs  
For East—7:45 a. m.; 2:15 p. m.  
For West—7:10 a. m.; 4:10 p. m.  
Delivery, Stamp, Registry and Mon-  
ey Order Windows open week days  
only, from 7:15 A. M. to 6:00 P. M.  
except during distribution of incoming  
mails.

# Sierra Madre

at the Foot of  
Mt. Wilson  
in Southern  
California

Some of the things that help make life worth living  
while in Sierra Madre—

Population 2000.  
Fine car service.  
Area 4 square miles.  
Gas and Electricity.  
Charming social life.  
Incorporated in 1907.  
Post office of third class.  
Elevation 800 to 1400 feet.  
Annual rainfall over 25 inches.  
Express and Telegraph service.  
A paradise for the nature lover.  
Beautiful homes and room for more.  
Minimum fogs, mud, frost and wind.  
Up-to-date business houses, all lines.  
Thirteen miles of fine tamped oil paving.  
5-cent car fare to Pasadena High School.  
Free municipal library with fine book list.  
Well established and well housed churches.  
Purest water supply and municipal system.  
Finest school facilities for pupils of all grades.  
Board of Trade at work for better community.  
Telephone exchange connecting with all systems.  
Charming and varied home sites, large and small.  
Fine soil and climatic conditions for fruit and flowers.  
Clubs and fraternal organizations for men and women.  
Fine trails to the leading mountain resorts and beauty spots.  
Matchless view of mountains and valley from all parts of  
town.

### TO REACH SIERRA MADRE

Pacific Electric Station, 6th and Main, Los Angeles. The

By Trolley—Take Sierra Madre cars leaving hourly at  
scenic ride is the most beautiful on the Pacific Electric sys-  
tem. From Pasadena, take Lamanda Park car, change at  
El Camino.

By Auto—From Los Angeles by way of North Broad-  
way and Huntington Drive to Colorado St., Santa Anita Ave.  
to Foothill Blvd. Turn north at Sierra Madre or Baldwin  
Ave. Or, take any route through Pasadena, then east on  
Colorado St., to Santa Anita Ave., then by Foothill Blvd.,  
and Sierra Madre or Baldwin Ave.

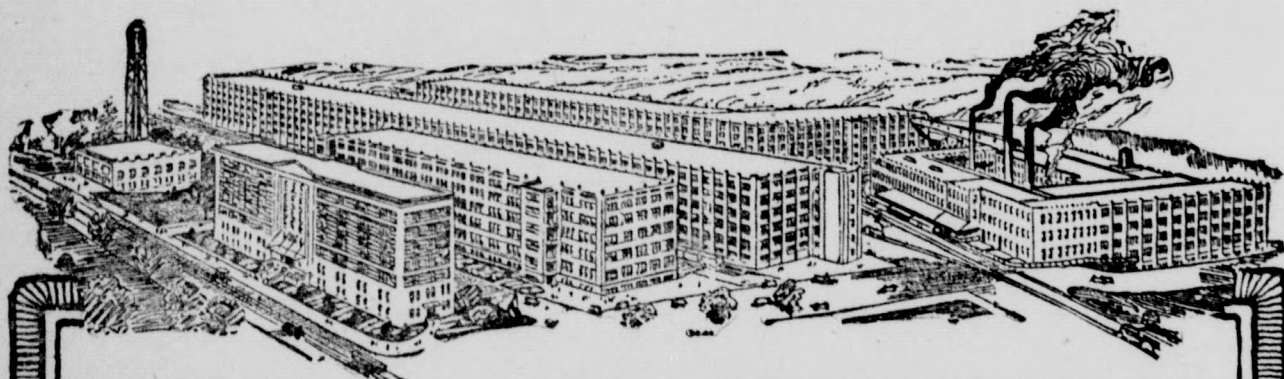
Sierra Madre's peculiar charm has been felt and praised  
by nearly everyone who ever visited and lived here. Many  
factors combine to make the charm potent—the sense of ex-  
altation in life on the heights; the inspiring view; the in-  
vigorating air, kept pure by the currents moving continually  
up and down the slope; the feeling of intimacy with the  
nearby mountains; the ease with which a love for outdoor  
life and recreation is gratified; the great variety of available  
homesites; the conveniences of the city with all the joys of  
life in the country.

It is as a home community that Sierra Madre claims  
pre-eminence. Here you can have a small house and lot,  
a larger place with fruit and garden plot, or a few acres  
with an orchard. Everything grows well here and Sierra  
Madre has suffered less from frost than any other com-  
munity.

No community has a higher type of citizenship. Social-  
ly and morally Sierra Madre ranks high. There is a cosmo-  
politan population recruited from all over the world.

Sierra Madre has made rapid progress in the move-  
ment for civic beauty, with clean streets and beautiful homes  
and gardens. Public health is guarded scrupulously. The  
Board of Trade and city administration are constantly at  
work upon enterprises which promote the community wel-  
fare.

Best of All—Come and See Sierra Madre for Yourself



This immense factory is the home of

# FISK

## Non Skids

The Standard of Tire Value

BUY at least one pair of Fisk Non Skids. Learn from  
actual use that they are the best tire value you can  
buy. This great manufacturing plant shown above  
grew from a very small beginning—is the result of  
making and selling honest tire value at an honest price.

Get acquainted with Fisk Quality—Fisk Value.  
"When you pay more than Fisk prices you pay for some-  
thing that does not exist." They are recommended by  
dealers everywhere.



Time to Re-tire?  
(Buy Fisk)

Fisk Dealers in Sierra Madre

SIERRA MADRE GARAGE

37-39 W. Central Ave



No. 8707

## Report of the Condition of the FIRST NATIONAL BANK

At Sierra Madre, in the State of California, at the close of business on  
March 5th, 1917.

### RESOURCES

Loans and discounts	\$138,877.09
Overdrafts, unsecured	67.54
U. S. Bonds deposited to secure circulation (par value)	25,000.00
Bonds and securities pledged as collateral for State, or other deposits (postal excluded) or bills payable	\$13,495.00
Securities other than U. S. Bonds (not including stocks) owned unpledged	17,435.64
Total bonds, securities, etc.	30,930.64
Stock of Federal Reserve Bank (50 per cent of subscription)	900.00
Value of banking house (if unincumbered)	15,000.00
Furniture and fixtures	7,150.00
Net amount due from approved reserve agents in New York, Chicago, and St. Louis	1,514.06
Net amount due from approved reserve agents in other reserve cities	8,443.84
Net amount due from banks and bankers	9,957.90
Fractional currency, nickels, and cents	1,052.47
Notes of other national banks	150.90
Lawful reserve in vault and net amount due from Federal Reserve Bank	1,100.00
Redemption fund with U. S. Treasurer and due from U. S. Treasurer	15,280.08
	1,250.00
<b>TOTAL</b>	<b>\$246,716.62</b>

### LIABILITIES

Capital stock paid in	\$ 25,000.00
Surplus fund	5,000.00
Undivided profits	2,434.50
Less current expenses, interest, and taxes paid	1,210.25
Circulating notes out standing	25,000.00
Dividends unpaid	5.00
Demand deposits:	
Individual deposits subject to check	110,950.55
Certified checks	35.57
Cashier's checks outstanding	8,546.68
State, County, or other municipal deposits secured by pledge of assets of this bank	8,551.46
Total demand deposits	128,089.26
Time deposits:	
Certificates of deposit	10,629.24
Other time deposits	51,787.87
Total time deposits	62,417.11
<b>TOTAL</b>	<b>\$246,716.62</b>

State of California, County of Los Angeles, ss:  
I, F. W. Nuetzel, Cashier of the above-named bank, do solemnly swear that the above state is true to the best of my knowledge and belief.  
F. W. NUTZEL, Cashier.  
CHAS. H. KERSTING  
NATHAN W. TARR  
C. W. JONES  
Directors.

Subscribed and sworn to before me this 15th day of March, 1917.  
(SEAL) S. R. G. TWYCCROSS, Notary Public.

### NOTICE OF FORCLOSURE SALE

Sheriff's Sale No. B45552  
Order of Sale and Decree of Foreclosure and Sale

Richard G. Place, Plaintiff, vs. M. P. Ogier, E. H. Ogier, Maezie A. Nelson, H. L. Nelson, Elizabeth Hoven Randall, Margaret A. Sanders, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 3rd day of March, A. D. 1917, in the above entitled action, wherein Richard G. Place the above named plaintiff, obtained a judgment and decree of foreclosure and sale against M. P. Ogier, E. H. Ogier, et al, defendants, on the 20th day of February A. D. 1917, for the sum of Fourteen hundred thirty-eight and 10/100 (\$1438.10) Dollars gold coin of the United States, which said decree was, on the 27th day of February A. D. 1917, recorded in Judgment Book 388 of said Court at page 278, I am commanded to sell all that certain lot piece or parcel of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:

Beginning at the southwest corner of Kenyon Street and Kirkwood Avenue (as said street and avenue were located September 27th, 1892) thence south along the west line of Kirkwood Avenue one hundred (100) feet; thence

west parallel with the south line of Kenyon Street one hundred fifty (150) feet; thence north one hundred (100) feet to the south line of Kenyon Street, thence east along the south line of Kenyon Street one hundred fifty (150) feet to the place of beginning.

Together with the tenements, hereditaments and appurtenances thereunto belonging or in anywise appertaining.

Public notice is hereby given, that, on Monday the 9th day of April, A. D. 1917, at 12 o'clock, M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash gold coin of the United States.

Dated this 15th day of March, 1917.  
JNO. C. CLINE,

Sheriff of Los Angeles County.  
By W. T. Osterholt, Deputy Sheriff.  
Tanner, Odell & Taft, Plaintiff's Attorney.

On account of the epidemic of Measles in Sierra Madre at the present time, the Public Health Office has ordered the discontinuance of the movie program for this week.

## Special Announcement!

MR. FRANK FRAIBERG announces that he has opened a shop at his home, where he is prepared to do WATCH, CLOCK, JEWELRY and TALKING MACHINE REPAIRING. Mr. Fraiberg learned his trade abroad and is qualified to do expert work. He is also a PIANO TUNER of wide experience and fully guarantees all work.

If your clocks need regulating, Mr. Fraiberg will be pleased to regulate them free. All work called for and delivered. Mr. Fraiberg has been a resident of Sierra Madre for the past ten years and earnestly solicits your patronage.

Prices Reasonable.

Phone Red 127

## "Golden State Limited"

Finest modern equipment—entire train, including diner and observation car, through without change to Kansas City and Chicago.

THROUGH STANDARD SLEEPER TO ST. LOUIS

Every luxury of modern travel—  
Leave Los Angeles 11:45 a. m.  
Arrive Kansas City 7:25 p. m.  
Arrive St. Louis 7:30 a. m.  
Arrive Chicago 10:15 a. m.  
Close connections at Chicago and St. Louis with limited trains east.

### The "Californian"

Another fast train for Kansas City and Chicago—

Leave Los Angeles 3:00 p. m.  
Arrive Kansas City 10:40 p. m.  
Arrive Chicago 1:45 p. m.

Close connection for all points in the Middle West and Eastern States. Tickets honored on Pacific Electric cars for connections with Southern Pacific trains.

Phone G. E. Mesecar, Agent  
Pacific Electric Railway

**Southern Pacific**

—See the Apache Trail of Arizona

## THE SIERRA MADRE NEWS

GEORGE B. MORGRIDGE Editor and Publisher

An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre

Published Every Friday  
Subscription \$1.50 Yearly, in Advance  
Single copies 5 cents; 50 cents a dozen

Entered as Second Class Matter at the Post Office at Sierra Madre, Cal.

OFFICES ROOM G, KERSTING PLACE, Opposite Pacific Electric Station.

Telephone Black 42 (Either System)  
Official Newspaper of the City of Sierra Madre

### EDITORIAL CHAT

#### MAKING PATIENCE EASY

Prohibitionists can well afford to sit back with a smile and not a worry over what the California legislature does about the liquor question. Of course they will take all they can get, preferably county option. There is absolutely no danger of any loosening of the present restrictions. The liquor men are on the defensive and all they are hoping for is to make the new legislation as mild as possible. The legislature will do one of three things—pass the county option law, pass the Rominger bill or some other which will wipe out saloons, or "let well enough alone" and do nothing.

If the county option law is passed the "drys" will be satisfied, for it was the chief item in this year's program. If the saloons are wiped out, it will be done with help of the wine men who have decided it is best to throw the whiskey interests overboard in an effort to save themselves. If the wine men do that the saloon element will seek revenge by voting for total prohibition the first time the question is submitted to the people of the state.

If the "let well enough alone" policy prevails, then the people of the state will rise in their wrath and throw the whole business out. For the wine men have twice defeated statewide prohibition by promising reform or total elimination of the saloon. They can't do it again.

Talk about Scylla and Charybdis, or the devil and the deep sea—the liquor men are facing more different kinds of dilemmas than the phrase makers ever thought of. And the "drys" can just sit back and wait with a patient smile.

The News Printery doesn't do all the printing for Sierra Madre—but it does the best and the most of it.

#### WELCOME TO OUR NEIGHBORHOOD

Here's our old friend Lisle Morehouse who has just sold the Huntington Park Signal to J. A. Bowen, purchasing the Lamanda Park Herald from its founder, Sigurd Russell. Morehouse was the big mogul of the mechanical department of the Pasadena News for many years, and was just as successful as an editor. Being thoroughly familiar with Pasadena and its suburban field he will be able to make things hum without a long wait while becoming acquainted.

Editor C. H. Turner of the Redondo Reflex simply can't be satisfied with only one paper to trouble him, so he has started a new one at Gardena.

With all the changes that are going on, I feel like a pioneer after nine years straight. There are mighty few of the boys where I found them in 1908.

#### APT DESCRIPTION OF A MOTOR TRUCK

The following description of a noisy motor truck, from Goodwin's weekly, published in Salt Lake City, might have been driven to describe a motor truck that goes up and then down Baldwin Avenue with provisions for Sierra Madre about the time when most people are trying to put in their last lacks of slumber:

There is a motor truck hauling rock out near the east beach that is a terror of the earth. If the government sent the same order of machines to the border it is no wonder that Villa and his brother bandits took to the hills. A man who could sleep in the trenches would go crazy before it passed.

When its approach is heralded from a mile away delicate ladies belt on their revolvers. They have not shot the motor engineer but they will just as soon as their courage gathers a little more strength. It has more noises and all of the infamous kind than we have ever heard combined before. It rattles, it clatters, it crushes, it shrieks, it squeals, it brays, it sighs and groans and then repeats itself until strong men shudder and women, between unuttered anathemas, ask why they are compelled to live in such a neighborhood. It is the ne plus ultra of all munitions designed to annoy mankind. On Wednesday last, at 4 a. m. it passed. Ten minutes later a thunderstorm burst overhead and the thunder seemed a lullaby under which the people fell asleep.

#### A BILL WE CAN'T PAY

A ten year old boy overheard a conversation about certain bills to be paid and conceived the idea of making out a bill for his own services. So the next morning he laid this statement of account on his mother's breakfast plate:

Mother owes Willie for coal six times, twenty cents; for going ten errands, fifteen cents; His mother read the bill but said nothing about it. That evening Willie found on his plate the seventy-five cents and also another bill which read as follows: "Willie owes his mother for his happy home for ten years, nothing; for his food and clothing, nothing; for nursing him through a long illness, nothing; total, nothing." When Willie saw the seventy-five cents he was pleased. But when he read his mother's bill his eyes grew dim and his lips quivered. Then he took the money to his mother, threw his arms about her neck and begged that she would let him do lots of things for her.

Mother's bill is rarely presented but it will pay each person to think it out for himself and then pay it in love and service.

#### JUST A FEW OF US

Some men become distinguished through achievement—and others by not owning automobiles.

### PRICES ON NEARLY ALL GOODS IN

Hardware, Plumbing and Paint lines are advancing and a purchase now of your spring and summer requirements will mean a saving.

#### THINK IT OVER!

## Sierra Madre Hardware Company

Phone Main 98

Next to Garage

## "TARA GWIN" THE NATIONAL NON-ALCOHOLIC WINE

Is the only unfermented wine that meets the demand of the physical economy for a true stimulant. The large percentage of carbohydrate present in TARA GWIN is regulated to meet the demand of the myocardium and to re-establish and maintain the level of the sugar content of the blood. The nutritive and reconstructive effect coupled with its true stimulating property and action upon the overtaxed and impaired heart-musculature make this unfermented wine the standard national table drink and stimulant for social functions, and of the greatest possible benefit to both the young and aged.

TARA GWIN is prepared from the chemically pure extracts of the grape and other fruits. It is a concentrated brain and nerve food and tissue builder; it enriches the blood, regulates the circulation and is the best known preventive against tuberculosis, imparting great resisting power against this and other diseases. Tara Gwin is free from ingredients of a harmful or injurious nature, and may be safely taken by children of tender years, by the delicate student; it is particularly valuable to delicate young people and also to nursing mothers.

Tara Gwin is not a medicine, but a family non-alcoholic wine for the table and general use. Tara Gwin is recommended and prescribed by many leading physicians in the place of the false stimulants.

Tara Gwin may be ordered through your grocer or druggist, or directly from the NATIONAL NON-ALCOHOLIC WINES, LTD., Mt. Tara Springs, Sierra Madre, California.

\$1.00 Per Bottle—

—\$11.50 Per Dozen

Advertisement

### FIFTH SEASON

## Mission Play

#### AT SAN GABRIEL—

opening performance, SUNDAY, MARCH 4th, and every afternoon thereafter at 2:15. Wednesday and Saturday nights at 8:15.

#### MR. TYRONE POWER

in the leading role of "Fray Junipero Serra."

#### Miss Lucretia Del Valle

will resume her historic role of "Senora Josefa Yorba."

Tickets and reservations at Information Bureau, Main Street Station, Los Angeles.

### Pacific Electric Railway

G. E. MESECAR, Agent., Sierra Madre, Cal.

## The New Spring Embroideries Are Beautiful

#### BABY SETS—FLOUNCINGS—MATCHED SETS

Our well known reputation for fine Embroideries is fully sustained this season, so much so, we cannot speak too highly of them—all the newest ideas as to designs and stitches and correct widths are here.

## Herman R. Hertel Co.

PASADENA, CAL.

41 NORTH RAYMOND AVENUE

PHONE FAIR OAKS 407

## SATISFACTION CREATES SUCCESS

Our aim is to give each patron quality work, accommodating service and a better result than home work. Unremitting effort is expended along these lines and on this basis we respectfully solicit your patronage.

#### MONROVIA LAUNDRY CO.

Sierra Madre Phone Green 85

Monrovia, Cal.

**YMCA SCHOOLS**

The Technical Schools offer thorough courses in Civil, Electrical, Mining and Mechanical Engineering. High grade Commercial, Radio, Preparatory, Grade, Art, Auto and Machine shop courses also maintained. Catalogue free. Address W. H. McCauley, Registrar, 715 So. Hope St., Los Angeles.

For First Class Job Printing, try The News Printery